



By Matthew Jones

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## Mission enters mangoes full-time

US-headquartered company to expand portfolio with year-round programme



**A**vocado giant Mission Produce has launched a year-round mango sales programme.

The US-headquartered company will draw on its ripening expertise and distribution network to deliver mangoes to customers around the world.

The programme will complement Mission's work in the avocado category, according to Steve Barnard, chief executive and founder of Mission Produce.

"Mangos offer a long runway with a lot of opportunity – as the number one consumed fruit in the world, adding mangos to our portfolio is a natural addition as we expand our footprint worldwide, without losing focus on avocados," Barnard explained.

"Mangos are typically off-season from avocados, so this complementary programme creates a unique synergy within our international farming business."

Stephen Fink, Mission's vice president of North American sales, said the company is in a prime position for the expansion push.

"Mission currently owns 300ha of mangos in Peru and is on track to source additional fruit from other premier growing regions," Fink explained.

"We began our original mango programme a few years ago during a seasonal window to keep our workforce employed year-round. We've seen increasing demand from our customers, and the impressive response to our current mango programme indicates we are ready to grow into the mango market."

Patrick Dueire has joined Mission as director of mangos. Dueire brings more than 20 years of international experience in growing, shipping and distributing the fruit in the US and Europe.

His most recent appointment was with Dayka & Hackett. In 2016, Dueire was

appointed as a member of the National Mango Board.

"Patrick is a strategic hire to complement our avocado expertise with significant capabilities in the mango industry," Fink said. "We are confident we will be able to capitalise on rising opportunities to provide high quality mangos and continue world class service for our customers, without losing focus on our beloved superfood – the avocado."